

Northeast Colorado Broadcasting, LLC
KSIR-AM, KPRB-FM, KRJN-FM (SEU 1)
KPMX-FM, KCGC-FM, KRFD-FM (SEU 2)
Station Employment Unit
Equal Employment Opportunity Public File Report
December 1, 2017 – November 30, 2018

Job Title: Account Representative (hired September 10, 2018)

Recruitment Sources used for this position: Radio Ads, Word of Mouth, Newspaper Ads, Indeed, Monster, Facebook, Workforce Center, Job Fair

Total Number of Persons Interviewed: 5

Number of Interviewees referred by: Workforce Center – 1, Indeed (person hired found job on Indeed) - 3, Monster - 1

Job Title: Account Representative (hired November 1, 2018)

Recruitment Sources used for this position: Radio Ads, Word of Mouth, Newspaper Ads, Indeed, Monster, Facebook, Workforce Center

Total Number of Persons Interviewed: 3

Number of Interviewees referred by: All found job posting on Indeed (person hired found job on indeed)

In an effort to comply with the FCC requirement that radio stations widely disseminate information about job openings and engage in activities that inform citizens of broadcasting jobs and the skills it takes to hold these jobs, we do the following:

- Broadcast live at County Fairs (July/August 2018 in Morgan, Logan and Kit Carson Counties) where we have extensive contact with the public and talk about job opportunities when we have openings and, more often, when members of the public seek us out to learn about broadcasting. This also provides the public with the opportunity to observe some of the skills necessary to be in the broadcasting industry.
- When requested our staff speaks to various civic, religious and school groups about broadcasting opportunities:
 - Farm Director and KPMX Program Director works with local FFA programs (monthly) and various ag-related groups and professional organizations (as requested)
 - GM/owner, Program Director and Sports Director participated in Career Days at community Middle Schools (May and November 2018) and High Schools (April and November 2018)
 - GM and Sales Manager participated in Career Fair (April 2018 - Sterling; November 2018 - Burlington (GM))
- Job shadow and career day activities bring students into our station; we have opportunities for local elementary through high school students in our station as well as interns from the Colorado Media School. In May 2018 we hosted 4 classes of kindergarteners and their parents.
- Colorado Farm Show (January 2018) – we continually are looking for people who can contribute to our coverage of agriculture. This particular event reaches the entire state of Colorado, especially the western edge of our listening area. We actively recruit those who might contribute a different set of ideas or come from a different background for our agriculture programming.

- Northeast Colorado Broadcasting has established a program for high school and junior college students who are interested in a career in broadcasting. These students are often hired as part time employees, while others participate for school credit. In 2018 we had three high school students hired as part time employees.
- All employees are encouraged to participate in training that will enhance their individual skills. The sales staff frequently receives training from an outside source; the news, sports and farm staff as well as the traffic staff have opportunities to attend conferences and webinars and all have access to relevant magazines and professional associations to enhance their skills. Further, each staff member is cross-trained within the organization which gives them additional marketable skills.
- The GM and Office Manager both attended a webinar by Fletcher, Heald and Hildreth on EEO obligations (November 29, 2018). The information was provided to the Sales Manager.
- Partner with the local workforce center and other local organizations in job fairs and job awareness activities (April, 2018).
- Other ways we reach our community: our Sales Manager participates in with a cross-cultural organization that is dedicated to bridging the gap between the Hispanic, immigrant and White populations; our traffic manager participates in a variety of cross-cultural activities. These kinds of activities give them an opportunity to talk about broadcasting and keep an awareness of the issues in those populations. One of the best tools a small town and small station has is word of mouth to reach potential job candidates. Participation in a variety of community events that reach different segments of the community, i.e., festivals, religious fundraisers, awards banquets, etc. keep us visible. Because we generally have very few vacancies and live in an area with a comparatively low number of unemployed persons, continued visibility is key to reaching our community.
- We use Facebook, Twitter and all social media that we use to disseminate job openings. As our social media friends “like” and disseminate the job opening on their social media feeds our reach is extended into populations that we may not have direct access to.

Recruitment Sources:

Fort Morgan Times

Brush News Tribune

Sterling Journal Advocate

329 Main Fort Morgan

970-867-7448

Workforce Center Fort Morgan/Sterling

Tony Anderson 411 Main St., Suite 200 Fort Morgan [970-867-9401](tel:970-867-9401)

Morgan Community College

920 Barlow Road Fort Morgan [1-800-622-0216](tel:1-800-622-0216)

Northeastern Junior College 100 College Ave. Sterling, CO 80751 970-521-6608

Northeast Colorado Broadcasting Radio Stations

Northeast Colorado Broadcasting Radio Station Websites, Facebook Pages, Twitter Feeds

Relevant Industry Groups: Colorado Corn, 127 22nd Street Greeley, CO 80631 Phone: (970) 351-8201; CSU

College of Ag Career Center, 1101 Campus Delivery, Fort Collins, CO 80523

ZipRecruiter support@ziprecruiter.com

Indeed 1-866-524-4546

Monster support@monster.com